

Sanaa Asim

Experience

Designer in Residence, Challenge Lab, UAL, London

Oct 2022 - July 2023

I attained funding for and led a research project called “Around the Corner”, exploring how teenagers can use their unique experience of the city to inform the design and improvement of their local streets.

- Developed a methodology for engaging the teenagers in an Agile environment, based on an Action Research framework and co-created street furniture with them.
- Conducted a spatial ethnography, using field research, observation and interviews, among other methods.
- Designed and led workshops, embedding embodied and tacit knowledge into the design process
- Compiled and visually presented our findings to our stakeholders and made our methods accessible to all who wish to utilise them.

Lead Diversity & Inclusion Officer, OXAI, Oxford

May 2020 - May 2021

The Oxford Artificial Intelligence Society (OXAI) is the largest student society in Europe.

- Initiated and organised a mentorship program for underrepresented students with Microsoft UK.
- Liaised with internal and external stakeholders to enable wider opportunities for students of a BAME background.
- Organised a series of talks looking at the role of indigenous knowledge in the future of AI.

Project Managing Intern, Pretia Inc., Tokyo

July 2019 - September 2019

Pretia Inc. is an AR startup based in Tokyo. They develop place-based games and experiences alongside an AR Cloud platform, pushing the possibilities of AR to the next level.

- Managed the English localisation of the flagship game, Sara and the Mysterious Hacker Club - taking charge of all aspects from puzzle redesign to recce to conducting spatial research to assess the suitability of the set locations.
- Created, organised and ran tests of an initial prototyping, gathering both qualitative and quantitative data and analysing it for the team.
- Created a functional digital prototype of the game's application.
- Created promotional content by making Instagram filters, using a 3D assets I created in Spark AR and Blender to achieve my vision.

Education

MA MEng Global Collaborative Design Practice

University of the Arts London, Kyoto Institute of Technology (2021-2023)

Graduated with a Distinction

BA German and Arabic

University of Oxford (2017-2021)

Graduated with an Upper Second Class degree.

Skills

Technical Skills: Adobe suite, Figma, AutoCAD, Spark AR, Visual Studio Code, Google Suite, Miro, HTML & CSS, Tableau, Alteryx, Aegisub, GitHub

Research Skills: User research design, Contextual Inquiry, Facilitation, Data Analysis and Visualisation, Usability testing, A/B testing, Spatial Prototyping

Languages

English (Fluent, C2)

German (Advanced, C1)

Japanese (Advanced, N3)

Arabic (Proficient, B2)

Urdu (Proficient, B1)